**In Final Year, New Eyes For the Needy’s Global Eyeglass Campaign Seeks Additional Donations**

**Short Hills, N.J. (For Immediate Release) -** [New Eyes for the Needy](https://www.new-eyes.org/), a global not-for-profit dedicated to providing eyeglasses for families, individuals and children in need, is heading towards the home stretch of its 20/20 for 2020 campaign and needs your support!

Three years ago, New Eyes launched ***20/20 for 2020,*** a campaign aiming to raise $1,000,000 to purchase eyeglasses for people in the U.S. and collect 1,000,000 pairs of gently used glasses for overseas recipients, by the year 2020.

$790,000 has been raised for new eyeglasses and 800,000 used glasses have been donated, as of September 2019, but there’s still more work to be done. Help New Eyes meet 20/20 for 2020 goals by making an online donation at <https://new-eyes.org/> or donating your gently used eyeglasses.

“New Eyes’ goal is to bring clear vision to the world’s most vulnerable individuals through the simple, yet critical, tool of eyeglasses,” said Jean Gajano, Executive Director, New Eyes for the Needy. “But for many in need, it’s a challenge to obtain eyeglasses,” said Gajano.

For example, Medicaid and Medicare are not always viable options for eyeglasses in the United States. Medicaid covers eye exams, but many states do not include eyeglasses in their Medicaid coverage. Traditional Medicare doesn’t cover eyeglasses at all.

Lack of affordable eyeglasses is a global epidemic that is hidden, yet a reality for millions across the globe. The stats speak for themselves:

* According to the World Health Organization, 285 million people are visually impaired worldwide, 43 percent of those whose vision could be corrected by a pair of eyeglasses yet don’t have the resources to buy them.
* The average price for eyeglasses in the United States is $196, according to Vision Service Plan, a leading vision insurer. For U.S. families in need who struggle to pay housing, food and childcare bills, purchasing a pair of eyeglasses becomes a luxury rather than the necessity it is.
	+ Consider this: a family of four spends an estimated $149.90 to $196.80 per week on groceries each week (according to [USDA](https://www.fns.usda.gov/cnpp/usda-food-plans-cost-food-reports-monthly-reports) July 2019 Food Plan).

“New Eyes' mission is as relevant today as it was 87 years ago: A pair of new eyeglasses, and the clear sight they provide, brings life’s possibilities within reach – employment, education, independence and safety. Simply, the transformative power of clear vision can make life’s dreams come true,” said Gajano.

**ABOUT NEW EYES FOR THE NEEDY**

New Eyes for the Needy, founded in 1932, is a 501(c)(3) not-for-profit organization based in Short Hills, NJ, dedicated to improving the vision of children, adults and families in the United States and abroad. With more than 10 million Americans lacking access to prescription eyeglasses, New Eyes is dedicated to using technology, business partnerships and a thriving volunteer base to bring one of the most basic human needs – clear vision – to those in need.

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